the context analysis module **173** may calculate the interest level of the user of the first device **100** on the content reproduced by the second device **200**.

[0349] The recommendation item managing module **174** may manage recommendation items that are received from the management server **300**, the second device **200**, or the external device. Also, the recommendation item managing module **174** may directly generate a recommendation item, based on the information about the content which is received from the second device **200**.

[0350] FIG. **18** is a block diagram illustrating a configuration of the second device **200**, according to an exemplary embodiment.

[0351] As illustrated in FIG. **18**, the second device **200** may include a communication device **210**, an output device **220**, a user input device **230**, a controller **240** (also referred as a processor **240**), and a memory **250**. However, not all shown elements are necessary elements. That is, the second device **200** may be embodied with more or less elements than the shown elements.

[0352] Hereinafter, the aforementioned elements are described.

[0353] The communication device **210** may include one or more elements for allowing communication between the second device **200** and the first device **100**, or communication between the second device **200** and the management server **300**. For example, the communication device **210** may include a mobile communication device **211**, a short-distance communication device **212**, a position information device **213**, and a wireless communication device **214**.

[0354] In the present exemplary embodiment, examples of the short-distance communication may include, but are not limited to, Wi-Fi, Bluetooth, ZigBee, WFD, UWB, IrDA, BLE, and ANT+.

[0355] The communication device **210** may transmit information about content to the first device **100** or the management server **300**. Also, the communication device **210** may transmit a recommendation item related to the content to the first device **100** or the management server **300**.

[0356] The communication device **210** may periodically broadcast, via short-distance communication, information about the management server **300** which corresponds a recommendation item related to the content reproduced by the second device **200**. The information about the management server **300** may include link information (e.g., a URL) for accessing the management server **300**.

[0357] The output device **220** may function to output an audio signal, a video signal, or a vibration signal and may include a display **221**, a sound output device **222**, a vibration motor **223**, or the like.

[0358] The display **221** displays and outputs information that is processed in the second device **200**. For example, the display **221** may display on a screen the content reproduced by the second device **200**.

[0359] Also, the display **221** may display the information about the management server **300** which corresponds to the recommendation item related to the content reproduced by the second device **200**, via a 2D barcode (e.g., a QR barcode), a color code, a gray code, etc.

[0360] When the display **221** and a touch pad form a mutual layer structure and then are formed as a touch screen, the display **221** may be used as both an output device and input device. The display **221** may include at least one of an LCD, a TFT-LCD, an organic light-emitting diode display, a flexible display, a 3D display, and an electrophoretic display. Also, according to a type of the second device **200**, the second device **200** may include at least two displays **221**.

[0361] The sound output device **222** outputs audio data that is received from the communication device **210** or is stored in the memory **250**. The sound output device **222** outputs a sound signal related to functions that are performed by the second device **200**. The sound output device **222** may include a speaker, a buzzer, or the like.

[0362] The vibration motor **223** may output a vibration signal. For example, the vibration motor **223** may output the vibration signal that corresponds to an output of the audio data or video data. Also, when a touch is input to the touch screen, the vibration motor **223** may output a vibration signal.

[0363] The user input device **230** may be a device by which the user inputs data so as to control the second device **200**. The user input device **230** may include a key pad, a dome switch, a touch pad (a touch capacitive type touch pad, a pressure resistive type touch pad, an infrared beam sensing type touch pad, a surface acoustic wave type touch pad, an integral strain gauge type touch pad, a Piezo effect type touch pad, or the like), a jog wheel, and a jog switch, but one or more exemplary embodiments are not limited thereto.

[0364] The controller **240** may generally control all operations of the second device **200**. That is, the controller **240** may execute programs stored in the memory **250** and therefore may control the communication device **210**, the output device **220**, the user input device **230**, the memory **250**, or the like.

[0365] The memory **250** may store a program to process and to control the controller **240**, or may store a plurality of pieces of data (e.g., a recommendation item, information about content, sensing information, etc.) that are input/output.

[0366] The memory **250** may include at least one storage medium from among a flash memory-type storage medium, a hard disk-type storage medium, a multimedia card micro-type storage medium, card-type memories (e.g., an SD card, an XD memory, and the like), RAM, SRAM, ROM, EEPROM, a PROM magnetic memory, a magnetic disc, and an optical disc. Also, the second device **200** may drive a web storage that performs a storing function of the memory **250** via the Internet.

[0367] The programs stored in the memory **250** may be classified into a plurality of modules according to their functions, for example, into a UI module **251**, a content reproduction module **252**, a recommendation item generation module **253**, a content managing module **254**, or the like.

[0368] The UI module **251** may provide a UI, a GUI, or the like that are specialized according to a plurality of pieces of content or applications. The content reproduction module **252** may reproduce content. Functions of the UI module **251** and the content reproduction module **252** may be intuitionally deduced by one of ordinary skill in the art by referring to names of the sensors, thus, detailed descriptions thereof are omitted here.

[0369] The recommendation item generation module **253** may generate a recommendation item related to the reproduced content. For example, the recommendation item generation module **253** may generate a resume item by using a captured image of a screen reproducing the content, and reproduction position information indicating a reproduction